



# NEWS RELEASE

FOR IMMEDIATE RELEASE

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**DATE:** 05/03/2023  
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## Two Alarm Fire Damages Upland Business

**Date/Time:** 05/03/23, 2:43AM  
**Location:** 500 block of North Mountain, Upland  
**Incident:** Two Alarm Commercial Fire

### Summary:

At 2:42 this morning San Bernardino County Fire crews were dispatched to a reported commercial fire in the 500 block of North Mountain Ave, Upland. 911 callers stated smoke from a commercial occupancy.

Crews arrived on scene to find heavy smoke and fire showing from a large commercial occupancy. Firefighters initiated an offensive fire attack, working to suppress the fire in the large occupancy. The 30,000 square foot, two-story building was doing business as a frame gallery at the time of the fire.

Crews simultaneously worked on an interior fire attack, search for potential victims & vertical ventilation. Due to the fire's size and occupancy complexity, a second alarm was quickly struck.

Despite firefighters efforts, the fire continued to grow, pushing crews to attack the fire from a defensive posture. Once outside, firefighters utilized multiple ladder trucks & hose-lines to suppress the fire. Fire crews shifted their priorities to keeping the fire from spreading to adjacent occupancies. At the height of the fire approximately 3,000 gallons per minute were flowing to knock the fire back. Multiple structural collapses occurred during the firefight.

The fire was ultimately brought under control in approximately two hours. The building received heavy damage. Multiple exposure buildings were saved by firefighters. No injuries were reported. The fire remains under investigation by SBCoFD Investigators. Multiple crews remain on scene working on overhaul operations and investigation.

San Bernardino County Fire responded with six Engines, three Truck Companies, three Chief Officers, a Safety Officer and two Fire Investigators. Rancho Cucamonga, Ontario FD Montclair FD, Chino Valley FD & Rialto Fire assisted with the fire. Thank you to our cooperating agencies for their assistance.